Scottsdale/Arizona

Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area

City of Scottsdale

Ad Hoc Citizens Advisory
Working Group

URBAN DESIGN ASSOCIATES

February 2005

Table of Contents

Note: Photos and illustrations included in this document are designed to demonstrate relationships and concepts, and are not intended to establish a particular architectural style.

Acknowledgements

Scottsdale City Council

Mary Manross
Mayor

Betty Drake
Wayne Ecton
W.J. "Jim" Lane
Robert Littlefield
Ron McCullagh
Kevin Osterman

Ad Hoc Citizens Advisory Working Group

George Adams
Marilyn Armstrong
Paul Burns
Susan Coykendall
James Cramer
Margaret Dunn
Thomas Jelinek
Kurt Merschman
Andrea Michaels
Rita Saunders-Hawranek
Steven Steinberg

City Staff

Jan Dolan
City Manager

Ed Gawf
Deputy City Manager

Kroy Ekblaw
General Manager, Planning and Development Services

Mary O'Connor
General Manager, Transportation

David Roderique
General Manager, Economic Vitality

Lisa Collins
Customer Service/Communications Director, Citizen and Neighborhood Resources

Teresa Huish
Strategic Planning Manager

Katherine Hutton Raby
Economic Development Manager

Robin Meinhart
Communications and Customer Relations Manager,
Planning and Development Services

Thanks to Darren Petrucci, whose presentation on connections and urban design sparked ideas and creativity.

Special thanks to all the focus group participants which included residents, major employers, representatives of area businesses, development community representatives, service providers, and homeowners associations.

Consultant Team

Urban Design Associates
Urban Earth Design

Introduction

1 Introduction

Purpose

This document identifies the issues and objectives for the ASU-Scottsdale Center for New Technology and Innovation (ASU-Scottsdale Center) site and the surrounding area. It will serve as the support for the re-zoning of the ASU-Scottsdale Center site and as the final report of the Ad Hoc Citizens Advisory Working Group. The guidelines and framework of this report indicate Scottsdale's aspirations for the site and surrounding area. They are not to be taken as absolutes, or to be applied only to the Arizona State University Foundation (ASUF) developer, but will be used to guide the direction of development of the site and surrounding area.

Background

In August 2004 the City of Scottsdale purchased the vacant 42-acre former Los Arcos Mall site with the purpose of revitalizing the southern part of Scottsdale and promoting economic vitality. The City's goal for the site and surrounding areas is to create "an urban, mixed-use knowledge-based center, which includes high-tech business incubation, education, research, office, and possible creative options to incorporate appropriate residential, commercial, and supportive retail uses."

Also in August, the City entered into a long term lease agreement with the ASUF for 37 acres of the site on which will be situated the ASU-Scottsdale Center. The City retained 5 acres of the 42 acres for future development. The vision of ASUF for the 37 acre ASU-Scottsdale Center is for "a unique 21st century business community location for technology innovation and commercialization that stimulates the economy, revitalizes the neighborhood and brands the City, ASU and the region as leaders in the knowledge economy." The lease requires significant investments to be made by the City and ASUF.

In November 2004, the Scottsdale City Council selected Urban Design Associates (UDA) of Pittsburgh to work with city staff and the community to prepare guidelines and a framework plan for the ASU-Scottsdale Center site and to develop a revitalization strategy for the Scottsdale Road and McDowell Road corridors. Also in November, the City Council appointed an eleven member Ad Hoc Citizens Advisory Working Group to work with city staff and UDA and to advise Council on development guidelines and a framework plan for the ASU-Scottsdale Center and the surrounding area.

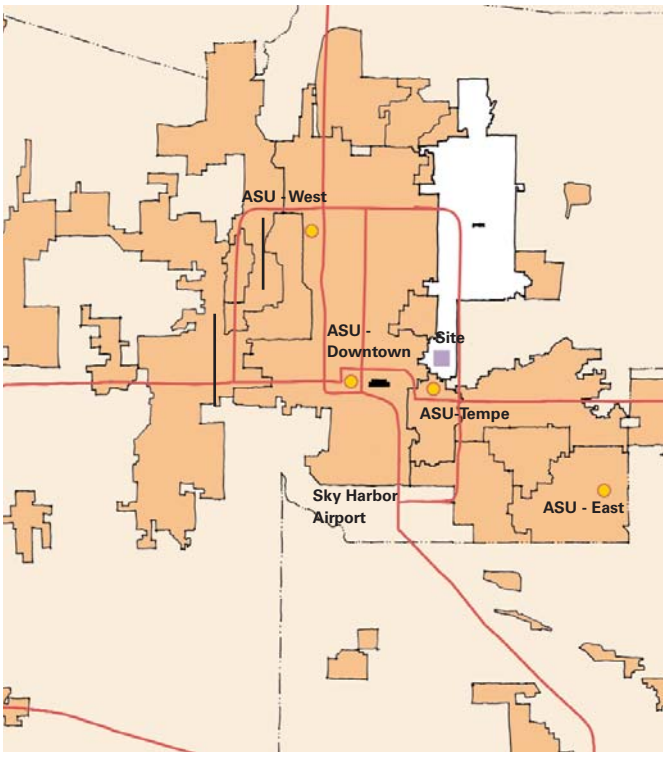
II Planning Context

The ASU-Scottsdale Center site is located in Scottsdale at a strategic point in the Phoenix region at the intersection of two major arterial streets, Scottsdale and McDowell Roads. The site is within minutes of the ASU Tempe Campus and Downtown Scottsdale. Also conveniently nearby are the Phoenix Sky Harbor Airport, Downtown Phoenix, and the Loop 101 and Loop 202 Freeways.

This section of Scottsdale, as one of the earliest-settled parts of the City, is characterized by single-family residential neighborhoods and strip commercial development along the arterial roads. Two regional open space amenities flank Scottsdale: the Indian Bend Wash to the east and Papago Park to the west.

The closing of the Los Arcos Mall in 1999 left a hole in the City. Controversial redevelopment proposals for a sports arena and later for big-box retail developments did not materialize and further frustrated residents. In addition to the loss of jobs and tax base for the City was the loss of the community shopping center and gathering place for this part of Scottsdale.

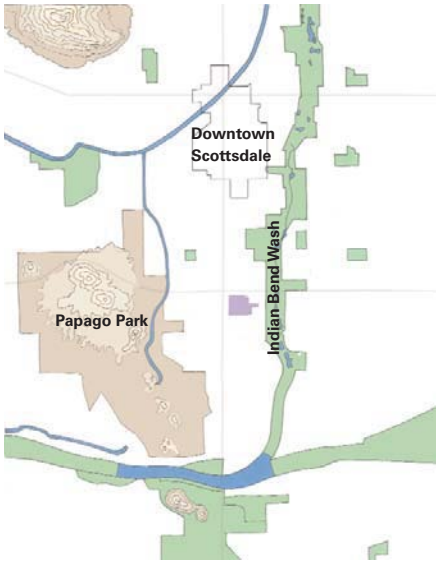
Regional Map
The ASU-Scottsdale Center is located in the center of the region, proximate to the airport, ASU Tempe and Downtown Scottsdale.



The development of the ASU-Scottsdale Center is a catalyst for the revitalization of the commercial corridors of Scottsdale Road and McDowell Road. This project is one of many revitalization projects and proposals, including: Scottsdale Road aesthetic/streetscape enhancements; McDowell Road streetscape; Capital Improvement Projects (e.g. storm-water drainage); transit enhancements; and the overall Scottsdale Revitalization Program.

Parks and Open Space

The Center is located between two of the region's most popular recreational destinations: Papago Park and the Indian Bend Wash.

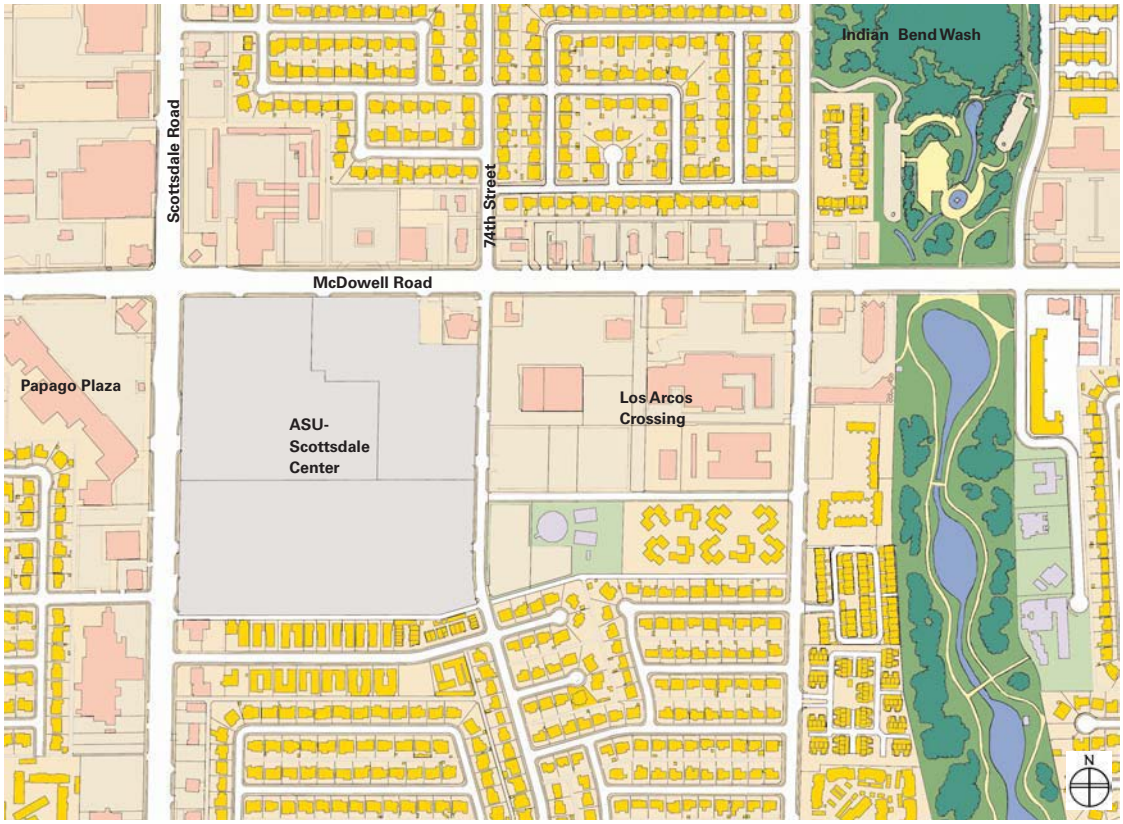


Portrait

The Center will be located at the 100% corner (active intersection of Scottsdale and McDowell Roads) in this part of Scottsdale and adjacent to a major redevelopment opportunity at Los Arcos Crossing.

Indian Bend Wash

Neighboring commercial center



Portrait

The site is located at the southeast corner of Scottsdale Road and McDowell Road.

(below left)
Southeast view of the site from the intersection of Scottsdale Road and McDowell Road

(below right)
View northwest from the site at the corner of Scottsdale Road and McDowell Road

III Ad Hoc Citizens Advisory Working Group

The eleven member Ad Hoc Citizens Advisory Working Group (Working Group) was appointed by Scottsdale City Council on November 16, 2004 to provide community perspective and to seek neighborhood input on planning concepts for the ASU-Scottsdale site and surrounding areas. They were charged with three tasks over the course of six months (November 2004 to April 2005).

1. Identify opportunities and constraints that exist in the Scottsdale-McDowell Road Corridor area immediately surrounding the ASU-Scottsdale Center site
2. Create a framework plan for the ASU-Scottsdale Center site
3. Identify land use options for the two parcels totaling five acres of land retained by the City for development

In looking at these areas, the Working Group was asked to consider at least the following items:

- Connections to, and integration with, adjacent commercial and residential neighborhoods
- Land use relationships between the site and adjacent parcels and economic vitality
- Public open spaces/sense of place
- Circulation including pedestrian, vehicular, bicycle, and transit opportunities
- Parameters of development – building, massing, and setbacks

Working Group

Beginning November 18, 2004, the Working Group met weekly and worked with city staff and UDA, the planning consultant. Their work was highlighted by a four day design charrette at the Community Design Studio the week of January 10, 2005.

An initial UDA team trip to Scottsdale in November included meetings with the Working Group, community leaders, and focus groups, along with collection of base data and previous planning reports. UDA documented and photographed the site and adjacent neighborhoods.

Throughout November and December, the Working Group crafted Guiding Principles for the ASU-Scottsdale Center site and surrounding area. They discussed goals, opportunities, and constraints of revitalization of this area. An important basis of the Working Group process was the work of UDA, who prepared analysis of the data, a summary of the issues, local and national precedent studies of similar developments, and development frameworks.

The public design charrette was hosted by the Working Group during the week of January 10. Design guidelines to illustrate concepts expressed in the guiding principles were developed by the UDA team in collaboration with the Working Group and city staff. Focus groups were reconvened for additional input and reaction to the design concepts. A community workshop was held at the Community Design Studio on January 13, at the end of the charrette to present the design alternatives for further citizen input.

The Design Charrette, Working Group discussions, and focus groups have formed the basis for this report to the community and the City Council.

Public Process
The Development Guidelines were developed in an open, public process engaging citizens and stakeholders.

Vision & Guiding Principles

Vision & Guiding Principles

Vision

The ASU-Scottsdale Center for New Technology and Innovation (ASU-Scottsdale Center, or Center) is envisioned as a world class "assembly point" of knowledge and technology business. More importantly, the Center is envisioned as a catalyst for the renaissance of the entire Scottsdale Road/ McDowell Road corridor. As Arizona State University President Michael Crow has stated: "The Center will be a place where research interfaces with economic development, technology and innovation, and education engages with the local community." The City of Scottsdale, ASU, and ASU Foundation (ASUF) will work together with the community to ensure the technology development and innovation role envisioned for this Center comes to fruition. To help achieve that end, the Ad-Hoc Citizens Advisory Working Group has established the following Guiding Principles for the ASU-Scottsdale Center and the Scottsdale/McDowell Area. These are guiding principles and will be applied to the Center, taking the missions of the ASUF and the City into consideration.

1. Create Balance of Land Uses and Relationships between Parcels

- Interconnect the ASU-Scottsdale site with Los Arcos Crossing, surrounding retail, and other commercial and residential areas.
- Anticipate the Los Arcos Crossing redevelopment when creating ASU-Scottsdale Center plans for development.
- Create positive relationships and transitions, including scale and proportion, to existing residential areas.
- Promote a mixed-use environment and the desired high-activity level in the area (e.g. office/research, retail, hotel, cultural/civic, open space, multi-use parking, and a variety of housing, including mid-density lofts or townhouses).
- Encourage residential uses in the properties adjacent to the ASU-Scottsdale Center and in the surrounding area.
- Provide parking that is sufficient for uses, but ensure that it is not a dominant feature on the site or in the surrounding areas.

2. Encourage Meaningful Open Space and Public Uses

- Provide a sense of place and focus for the area including the concept of an urban oasis.
- Create public spaces that are amenities for employees and the community.
- Require appropriate landscape setbacks along major roadways.
- Create a pleasant, pedestrian-friendly, urban environment that includes walkways that are shaded, safe, accessible, well-lighted, and convenient.
- Create indoor and outdoor gathering places for the community.
- Encourage access and use of the public outdoor areas on the site.

3. Facilitate Mobility and Interconnectivity

- Create safe and convenient connections between Los Arcos Crossing, Indian Bend Wash, Papago Park, and surrounding neighborhoods using all transportation modes, including neighborhood transit circulators.
- Ensure that pedestrian paths are safe (including lighting where appropriate), convenient and clearly identified.
- Improve east/west and north/south connections through better accessibility and wayfinding.
- Recognize and preserve the role of McDowell and Scottsdale Roads as an existing major auto and transit corridor which also creates safe and inviting pedestrian crossings.
- Preserve and enhance Scottsdale Road as the future high capacity transit corridor.
- Strengthen bicycle connections and establish the area as an employment bicycle commuter center by incorporating bicycle parking in parking lots and in buildings.
- Enhance pedestrian traffic and a more intimate environment along the neighborhood access streets (e.g. 74th Street) by using roadway markings, narrower streets, and potentially on-street parking.
- Capitalize on the location of the ASU-Scottsdale Center recognizing the proximity of the 101 and 202 freeways and enhancing the gateway experience from the freeways to this area.

4. Demonstrate Scottsdale's Continued Commitment to Quality

- Make the ASU-Scottsdale Center a landmark project that will establish and encourage the same aspirations and goals for the surrounding area.
- Ensure that when the project, including design and building materials, is progressive, that it is also complementary to surrounding areas.
- Design for year round outdoor climate considerations (i.e. extensive shade in the summer, sunny spaces in the winter).
- Integrate public art into the project.
- Capitalize on views of Camelback Mountain and the Papago Buttes.
- Market and celebrate the unique assets and charm of this area and surrounding neighborhoods.

- Ensure that the ASU Scottsdale site is well maintained during the construction and phasing periods.

5. Exemplify Environmental Sustainability

- Commit to the achievement of LEED Standard certification throughout the ASU-Scottsdale Center project.
- Create an environmentally outstanding project, which incorporates and applies green-building principles throughout the area.
- Create development that embodies the foresight and flexibility to withstand economic cycles, providing longevity into the 22nd century.

6. Promote Social and Economic Vitality of the Site and the Surrounding Area

- Re-establish the prominence of the Scottsdale/McDowell intersection as the core crossroads of the southern Scottsdale area.
- Promote connections between north to downtown Scottsdale, and south to ASU Main Campus, to cultivate synergy.
- Foster and strengthen the relationship among the Scottsdale Unified School District, other educational entities, ASU, and the City.
- Encourage designation of space for technology-related events, conferences, meeting, and public gatherings.
- Establish the Center as a catalyst for revitalization; apply strategies of phasing, quality, and, placement of buildings on the site to leverage reinvestment throughout the area.
- Strive for a vibrant, diverse mix of retail, employment, and other uses in the area.
- Respect adjacent commercial and residential neighborhoods, and seek to strengthen them as revitalization takes place in the area.
- Promote range of housing types - single-family, multi-family, condominiums, lofts, etc.
- Protect the quality of life of residents/neighborhoods by mitigating impacts of traffic, noise, lights, construction activity, etc.
- Seek balance between the retail needs generated by ASU Scottsdale Center project and the needs of existing residents.
- Develop a strong marketing strategy and encourage amenities, including a hotel, that fosters a bond between the new project and existing residents and draws visitors and tourists to the area.
- Develop signage which is adequate to inform and enthuse, but do not create visual clutter or negatively impact residents/neighborhoods.
- Assist existing businesses viability during the construction period by protecting and maintaining access.
- The ASU Scottsdale Center site, formerly Los Arcos Mall, functioned historically as a community core and gathering place. Recognizing that fact, establish view corridors, into new project to draw people into newly-created public gathering spaces and retail.

Development Guidelines

1 Parameters of Development

ASU/Scottsdale Lease Summary

Lease

The land lease, executed on August 9, 2004, is between the City of Scottsdale (lessor), owner of the property; and ASU Foundation Scottsdale L.L.C. (lessee), developer of the property. The lease includes 37 acres of the 42 acre Los Arcos Mall site. The City retained five acres in two distinct parcels of approximately 3.5 acres and 1.5 acres. The term of the lease is for 99 years with the right to renew for an additional 99 years.

Minimum Development Schedule

Start of construction of Phase One (not less than 150,000 square feet): August 1, 2006

Completion of Phase One: August 2007 or sooner

Completion of Phase Two: (not less than 150,000 square feet) August 1, 2010 or sooner

Minimum of 150,000 square feet every three years until build-out is complete in August 2025

Development Parameters (37 ASUF acres)

Total development: 1,200,000 square feet

Office development: 1,065,000 square feet

Retail development: 135,000 square feet

Floor Area Ratio (FAR): 0.8

Maximum building height: 60 feet

Total parking spaces needed: 4000

Specific Guidelines

- Sidewalks, setbacks, and building mass are at a pedestrian friendly scale.
- Setbacks on McDowell and Scottsdale Roads are at an appropriate scale.
- Parking is well designed and invisible.
- Public art is integrated into the project.
- Mixed uses are provided – office/research, retail, hotel, housing (mid density lofts or townhouses), cultural/civic, open space, hidden multi-use parking.
- Comfortable and safe spaces are created.

Technology Tenancy

Not less than 51% of Phase One shall be occupied by organizations or businesses whose work or activities involve technology, innovation, or creativity. In future phases the tenant mix may be modified but ASU Foundation L.L.C. will maintain the character of the ASU-Scottsdale Center as a technology, innovation, and creativity center until at least one million square feet are constructed, or until 2025, whichever is first to occur. To promote entrepreneurship, it would be desirable if tenants have access to shared multi-purpose conference meeting space and administrative services.

City of Scottsdale Expenditures

The City acquired the 42 acres for $41.5 million. The City will further invest $44.5 million in site preparation, infrastructure (streets, sidewalks, utilities, landscaping, and open space), and parking.

Rent/Recovery of City Expenditures

ASU Foundation L.L.C. will pay to the City, on an annual basis, fifty percent (50%) of the net revenues generated by the ASU-Scottsdale Center until the sum of $81.4 million is achieved.

Development Parameters for City-Owned Parcels

The city ownership is in two parcels: one of 1.27 acres along Scottsdale Road, and one of 3.73 acres on the east side of North 74th Street, south of McDowell Road. Both parcels will be part of the rezoning process for the ASU-Scottsdale Center and will be governed by the Design Guidelines and Development Frameworks in this report, including an FAR of 0.8 and a maximum building height of 60 feet.

The 1.27 acre site is a "floating" site in that it can be located anywhere along the Scottsdale Road frontage and will be incorporated into the master plan of the developer of the ASU-Scottsdale Center. Potential uses include a business or conference hotel, retail, and offices.

The 3.73 acre site could be incorporated into the redevelopment of the Los Arcos Crossing project. Potential uses include "main street" retail, multi-family housing, and mixed use buildings with ground floor retail and upper floor residential.

II Site Design Guidelines for ASU-Scottsdale Center

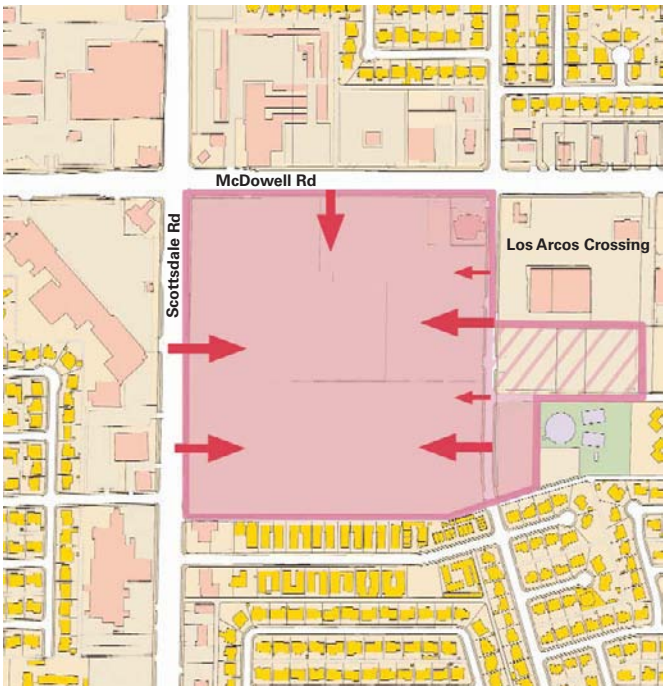
Site Access

The identification of access points assures the penetration of the site and coordination of the network of new streets, sidewalks, and multi-use paths with the adjacent streets and developments.

Vehicular access will likely occur as indicated on the diagram "Vehicular Site Access" to utilize existing median breaks and curb cuts, appropriate intersection spacing, and coordination with adjacent development of Los Arcos Crossing Site. Primary vehicular access to the site will generally be from the street, not a driveway. Additional access points may be needed depending on the site plan and development phase.

Vehicular Site Access

Vehicular access to the site should utilize existing median breaks and curb cuts and assure coordination with adjacent properties.



Pedestrian Access

Pedestrian access to the site helps to create a fine grain urban fabric and pedestrian network. Pedestrian access will include public sidewalks, plazas, building entries, and paseos (narrow walks and lanes).

Pedestrian Site Access

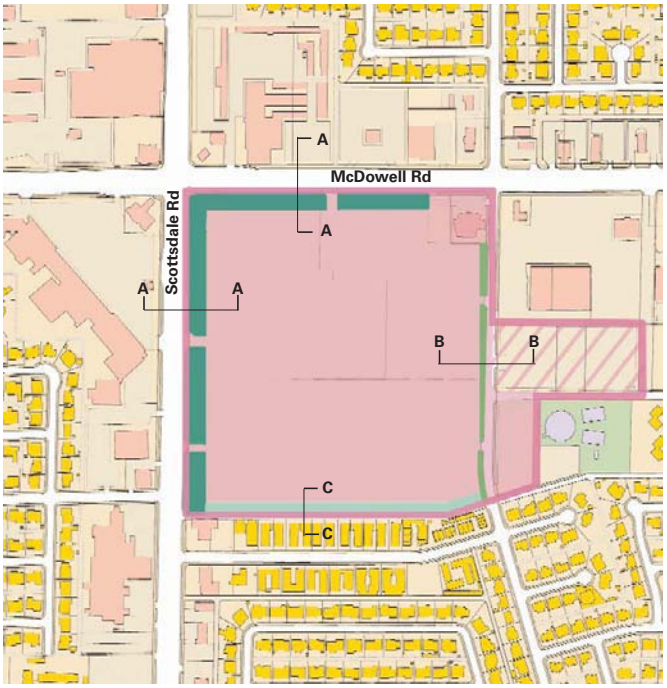
Pedestrian access to the site will create a fine grain fabric for development

Perimeter Landscape

The perimeter of the site will be designed to respond to adjacent properties, their uses, and the scale of development.

Along Scottsdale Road and McDowell Roads, the edge is intended to allow for pedestrian interface with transit as well as protection from adjacent vehicular traffic.

Trees should be planted in double rows at the sidewalk to establish a strong image for the center and shade for pedestrians. Sidewalks should be designed to increase pedestrian comfort and safety from major roadways and facilitate pedestrian movement. This may be accomplished by allowing a separation of a minimum of six feet between the curb and sidewalk. This zone may be landscaped or hard-surfaced depending on project design. Landscape planting should be easy to maintain, suitable to Scottsdale's dry climate, and sensitive to pedestrian activities.



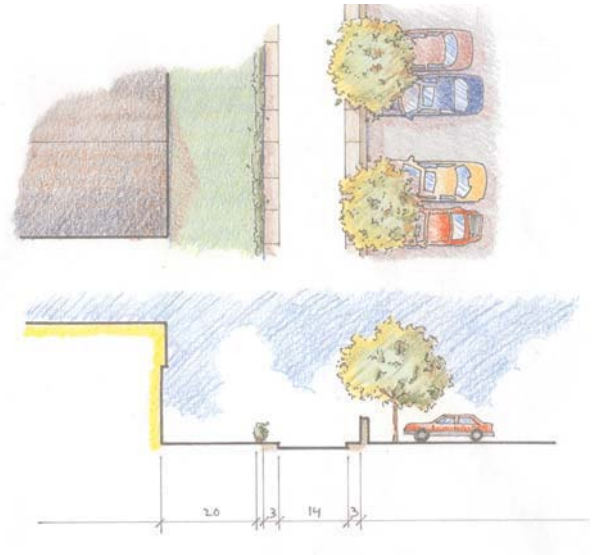
Perimeter Landscape

Illustrative Section A-A at Scottsdale Road and McDowell Road

The edge of the site along Scottsdale and McDowell Road will contain a strong and distinctive landscaping and building edge.

Illustrative Section B-B at 74th Street

The east edge of the site, 74th Street, will become a seam between the center and the neighborhood. A double row of trees will create a tunnel of shade.



Illustrative Section C-C at South Edge

The neighborhood to the south of the site will transition from the site.

Street and pedestrian lighting should be specific and unique to the project identity and should be extended for consistency into the larger district on Scottsdale and McDowell Roads. All elements (landscaping, lighting, etc.) should remain consistent with the overall Scottsdale Road and McDowell Road streetscape designs.

Environmental graphics should be tastefully incorporated into the street environment and frontage in a manner that is appropriate for the ASU Scottsdale Center.

Signage will be compatible with the overall image of the project.

Buildings on Scottsdale Road and McDowell Road will have a setback between 25 and 35 feet. Buildings will be situated in such a way as to maintain pedestrian access to frame the streets and to create entrance courts, public spaces, and an urban feel.

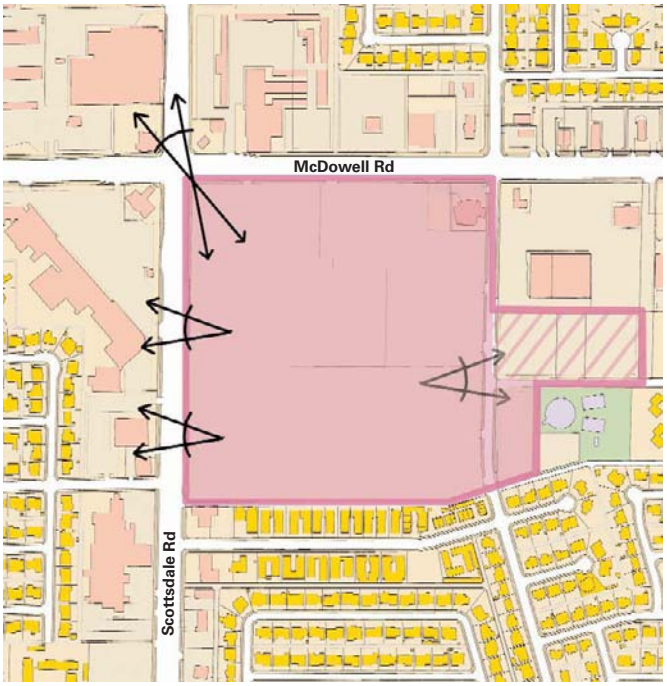
The 74th Street perimeter of the site is a neighborhood street. It will have two moving lanes of traffic, with parallel or angled parking on both sides. Buildings should face onto 74th Street. Bulb-outs at the corners will reduce the scale of the street, creating a shorter distance to calm through traffic and for pedestrians to cross. The street will have sidewalks and a double row of trees creating a well shaded sidewalk and a lush edge to the site.

The south perimeter should be designed to provide an appropriate transition to the residential neighborhood adjacent the site. The edge could include landscape or other treatments to provide separation. Buildings on the south edge of the site will have an appropriate setback from the alley right-of-way.

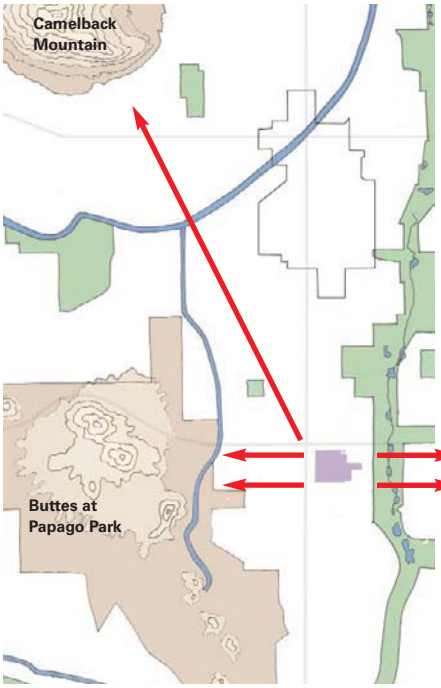
Views To and From the Site

The site shall be developed to create views into the site from the adjacent streets. The view into the site should be of a prominent public space that could be framed by buildings.

Views of Camelback Mountain and the buttes at Papago Park should be considered in the placement of buildings and public space. Private roof-top spaces, terraces and decks should also take advantage of views. Public spaces that take advantage of views should also be encouraged.



View from the site to Camelback Mountain



Views

Development of the site should create views to the mountains and buttes.

Transitions to Adjacent Parcels

The ASU Scottsdale Center will be developed at a density and height greater than much of the surrounding residential neighborhood. As such, it is important that the Center be a good neighbor by integrating itself with the neighborhood and mitigating the impact of the scale difference.

The buildings on the site should transition in height and density from residential neighborhoods, especially that which is immediately adjacent to the south. Per Scottsdale development requirements, parking lot lighting should be shielded from residential use and surface parking lots should be landscaped and screened.

The development of the site should also relate to the potential revitalization of the Los Arcos Crossing Site. 74th Street should be designed as a seam between these two development efforts with compatible land uses and a consistent design on both sides of the street. New development of the east side of 74th Street (the Los Arcos Crossing Site) may include a new east-west street. It would serve as one of the primary pedestrian connections between the ASU-Scottsdale Center and the Indian Bend Wash.

The City of Scottsdale and the ASU-Scottsdale Center will work together to determine access and parking needs for the Los Arcos Methodist Church and will meet those needs on the Church property and within the context of the development of the surrounding parcels.

III Architecture Guidelines

The Architecture Guidelines will respond to the Sonoran Desert and to the local climate and will be compatible with the Site Design Guidelines in the previous section.

Through the Site Design Guidelines and the Architecture Guidelines, this document focuses on creating quality development projects. These guidelines are designed to be flexible in order to meet future needs.

The Architecture Guidelines are organized in two sections: General architecture guidelines, that are applicable to the entire site and address details, materials, and massing; and Architectural guidelines for specific building types.

Scottsdale Sensitive Design Principles for ASU-Scottsdale Center and Surrounding Areas

Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life. The following design principles will help improve and reinforce the quality of design in our community:

1. The design character of any area should be enhanced and strengthened by new development.

- Building design should be sensitive to the evolving context of an area over time.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.

3. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

- Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

4. Developments should integrate within the pedestrian network alternative modes of transportation, including bicycles and bus access, that encourage social contact and interaction within the community.

5. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting connections to adjacent developments.

- Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

6. Buildings should be designed with a logical hierarchy of masses:

- To control the visual impact of a building's height and size
- To highlight important building volumes and features, such as the building entry.

7. The design of the built environment should respond to the desert environment:

- Interior spaces should be extended into the outdoors both physically and visually when appropriate
- Materials, colors, and textures associated with this region should be utilized.
- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level.
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

8. Developments should strive to incorporate sustainable and healthy building practices and products.

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

9. Landscape design must respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement.
- The landscaping should complement the built environment while relating to the various uses.

10. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and by preserving native plants.

- Water, as a landscape element, should be used judiciously
- Water features should be safely placed in locations with high pedestrian activity.

11. The extent and quality of lighting should be integrally designed as part of the built environment.

- A balance should occur between the ambient light levels and designated focal lighting needs.
- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

12. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

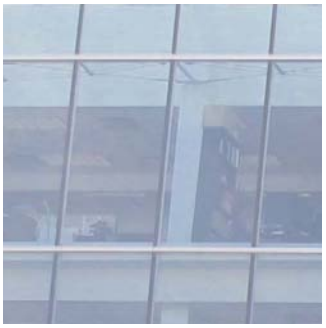
- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

13. Exterior materials should be responsive to climate, adjacent context, site orientation, and building usage. Examples of appropriate materials are illustrated at right.

Materials and textures

Metal cladding

Stone



Curtain Wall

Metal

Brick

Stucco

Steel

Textured Concrete

IV Infrastructure

Per the lease agreement, the City is responsible for $44.5 million in infrastructure development on the ASU-Scottsdale site including water and wastewater service, stormwater drainage, parking, landscaping, and a public plaza. Development will be coordinated between the City and the developer to maximize the provision of public infrastructure.

Lighting

The City will provide appropriate street and pedestrian lighting as well as lighting in public plazas and parks. Lighting should complement the site's architecture and create a sense of safety. Lighting should be adequate for security but should not be overpowering.

Site Utilities

The City will provide water, waste water sewer, and storm sewer utilities as part of public right-of-way construction. Private utilities (electric, telephone, cable, broadband, fiber optic, etc.) will also be underground in the public right of way. The location of all utilities will be coordinated by the City.

Site Clearance

The City will provide demolition, environmental remediation, and grading for the property.

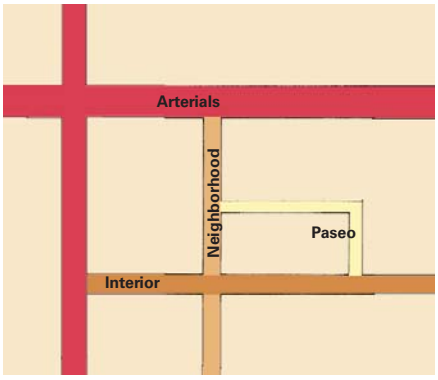
v Transportation Connections

Street Types and Hierarchy

The ASU-Scottsdale Center for Technology and Innovation is expected to create approximately 4,000 jobs upon build-out. It will be a regional destination and commercial mix of uses at a density that can support and be supported by the existing street system and transit.

Development of the site will include a variety of street types: arterial, interior, neighborhood, and paseo. They will create a hierarchy for area development and a strong identity for the site. All streets and pedestrian paths must comply with applicable ADA requirements and intent.

Arterials (Scottsdale and McDowell Roads) border the site to the north and west. They are predominately auto- and mass-transit-oriented streets. These streets move relatively high volumes of traffic using all transportation modes and create a high-visibility thoroughfare for commercial development. The Perimeter Landscape guidelines described previously recommend a strong landscape and architectural edge to these arterial streets. Driveways and service access are prohibited directly off of arterials. Both Scottsdale and McDowell Road should have wide sidewalks and on-street provisions for bicycles.



Street Types
A Hierarchy of street types create a framework for development.

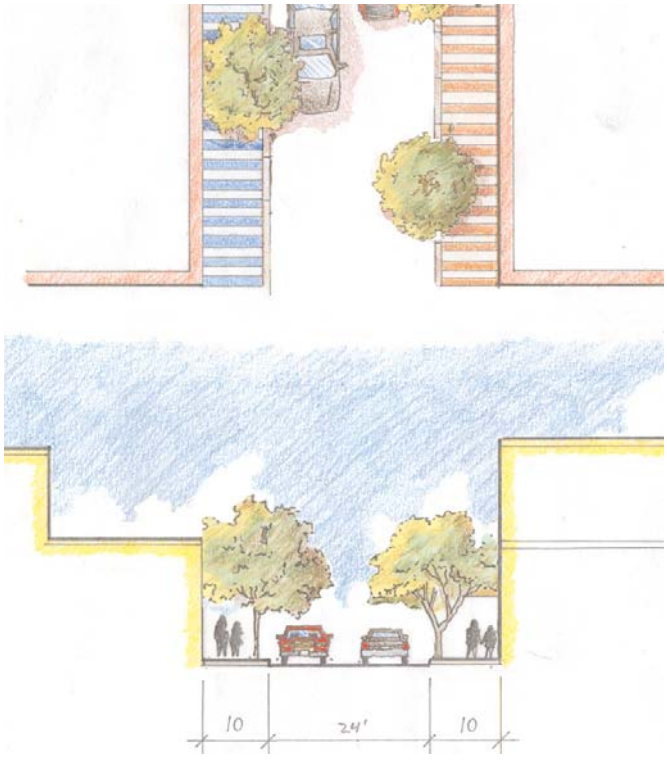
Interior streets are the primary pedestrian and retail spine in the development. Wide interior streets should have diagonal or parallel parking and shaded sidewalks. Narrow interior streets have parallel parking. Interior streets should connect to adjacent commercial development at Los Arcos Crossing and the Papago Plaza Shopping Center.

Neighborhood streets are secondary streets with a mix of uses but not dominated by retail. Servicing and driveways can be located on neighborhood streets. Neighborhood streets should have a double row of street trees and sidewalks on both sides of the street.

Paseos are narrow walks and lanes that provide access to the interior of the blocks. They often have a variety of smaller spaces, deflected views and short vistas. Paseos may be pedestrian-only or contain a narrow cartway for vehicles. Paseos typically extend from interior streets to interior courtyards, building entrances, or parking garages, if appropriate.

Paseos are self-shading spaces with narrow and tall proportions. Typically paseos have a width to height ratio between 1:1 to 1:3.

Arterials
Scottsdale and McDowell Road will become well landscaped boulevards with strong building edges.



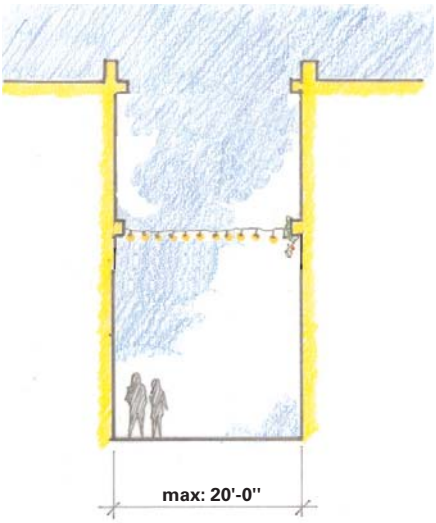
Interior Streets

Wide interior streets (top) with diagonal and parallel parking; narrow interior streets (bottom) with parallel parking.

Note: Photos and illustrations are designed to illustrate relationships and concepts and are not intended to establish architectural style.

Neighborhood Streets

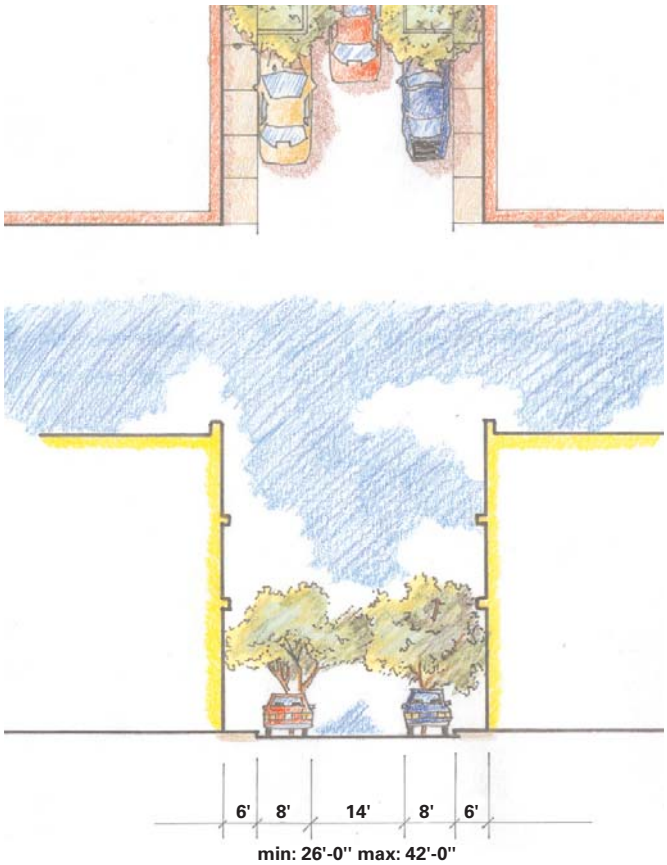
Neighborhood streets will have green edges and are designed to slow traffic.



Note: ratio of height to width of all paseos should be between 1:1 and 1:3

Pedestrian Paseo

Paseos are narrow, self-shading passages between buildings connecting streets to internal courtyards and parking structures.



min: 26'-0" max: 42'-0"

Auto Paseo

Narrow self-shading streets can provide access to service alleys, secondary entrances, internal courtyards, and parking structures.

Transit

Scottsdale Road from the Scottsdale Airpark on the north to Chandler on the south has been identified as a regional transit corridor. Bus Rapid Transit has been identified for funding, however the long-term high-capacity transit technology is under development.

The development of the site will incorporate the provisions for a transit hub on Scottsdale Road. The funding for the transit hub is outside of the $44.5 million designated by the City for infrastructure development on the ASU-Scottsdale Center site. The transit hub should be integrated into a public space and be accessible to the site and the surrounding developments and neighborhoods by pedestrians and bicycles. Commercial uses, such as restaurants and coffee shops, compatible with the transit hub, are encouraged.

Alternative Modes

In order to minimize the reliance on the automobile, the design of the site shall accommodate bicycles, pedestrians and transit. Sidewalks should line all streets and buildings. Paseos, courtyards, plazas, and patios should augment the sidewalks to create a pedestrian network that allows pedestrians to move freely throughout public spaces.

Bicycles should be accommodated with bicycle lanes and paths on selected streets. Bicycle paths and lanes should be connected to existing bicycle networks such as the Indian Bend Wash and the Canal System. Long- and short-term bicycle storage, including bicycle racks should be provided at convenient locations (eg. close to entrances) for buildings and public spaces. Bicycle commuting is encouraged and bicycle storage facilities along with appropriate employee amenities should be provided.

Transit
The ASU-Scottsdale Center is located on a recognized and established transit corridor (Scottsdale Road) in between two major destinations.

Transportation Demand Management

"Transportation demand management," or TDM, refers to strategies and tools to utilize existing transportation resources more efficiently. Travel demand management can reduce traffic congestion, save or reduce parking construction costs, increase safety, provide more travel choices, reduce pollution and create a sustainable environment by reducing energy usage.

Common TDM strategies include improved transportation options; incentives to use modes other than single occupant travel, such as bicycling, transit and walking; parking and land use management; and policy and institutional reforms.

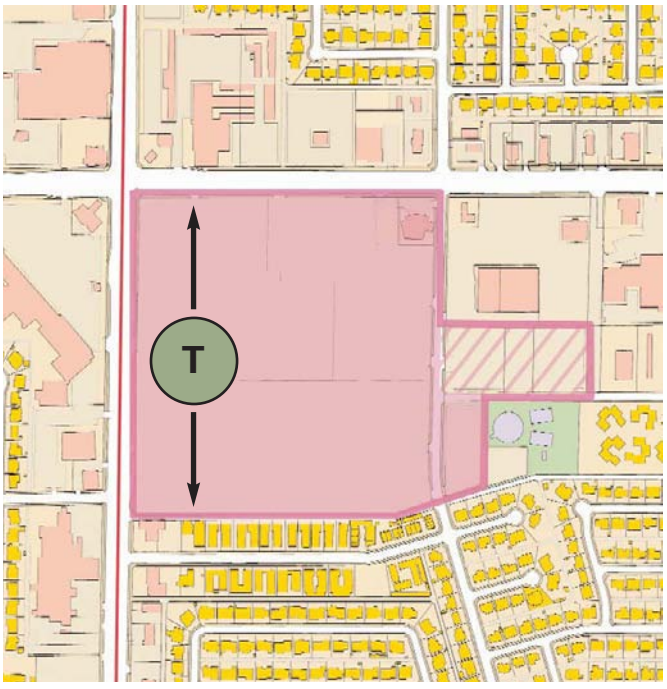
Improving transportation options includes adequate sidewalks and bike lanes along with employer based programs such as alternative work weeks, flex time, guaranteed ride home programs, ridesharing, and telecommuting, as well as facilities such as bicycle lockers, showers, shuttles, and expanded transit services.

Incentive programs include pricing strategies and use of high occupancy vehicle lanes.

Parking and land use management strategies include bicycle parking close to building entrances, strategies to use and price parking more efficiently, and coordinated pathway and vehicle travel networks.

Transit

Development of the site should coordinate with a transit center on Scottsdale Road.



VI Parking Guidelines

Parking on-site will be provided on-street, in structures, underground, and in surface parking lots. Parking, on-street and structured, will be required for long, medium and short term use; for visitors, employees and residents. Upon build-out, the site will contain approximately 4,000 parking spaces to serve 1.2 million square feet of ASUF development. The overall parking resource should be managed to maximize its value to the community and to preserve the character of pedestrian spaces and the adjacent neighborhoods.

On-Street Parking

Interior streets to the site may contain parking on one or both sides of the street. On-street parking can be diagonal or parallel. On-street parking should be managed to encourage rapid turnover and convenient access to retail establishments.

Surface Lots

During the early phases of the project, and in accordance with the Lease, surface parking will be the primary parking method. As the project matures, surface parking lots should be used sparingly, located internal to developments, and not located on corners. Wherever parking abuts a sidewalk, low screening such as a hedge, decorative fence, or low wall 36 inches to 42 inches in height should be placed with appropriate pedestrian access to define the edge of the public and private property and screen the cars from view. Surface parking lots should include shade and clear pedestrian-through access.

Parking Decks (Structures)

The site should be developed with parking structures above and below the ground as appropriate and financially feasible. They should be distributed around the site to support phased development.

Parking decks shall not exceed maximum building height.

Parking decks can be attached to buildings, detached from buildings and accessible via an alley or paseo, or located on a street with active uses (i.e retail, restaurant, or service retail). If located on a public street, the ground floor should contain active uses. If visible from the public street, the decks must be architecturally appealing and compatible with the surrounding buildings. Parking garages are subject to the same massing and materials as described for other buildings in the Architectural Guidelines Section.

Pedestrian entrances to parking garages should be clear, well marked and visible from the public right-of way. Vehicular entrances to parking garages should be well marked but with limited visibility from public areas. Access to parking decks generally should not be located on Scottsdale Road or McDowell Road. Driveways to parking garages should be recessed to maximize the continuity of the sidewalk. Cars should be screened from view.

Parking Management

Effective management of parking spaces is achieved through incentives (employee permits, strategic placement of time-limit signage), directional signage, and enforcement. Time limits promote space turnover and go hand-in-hand with enforcement.

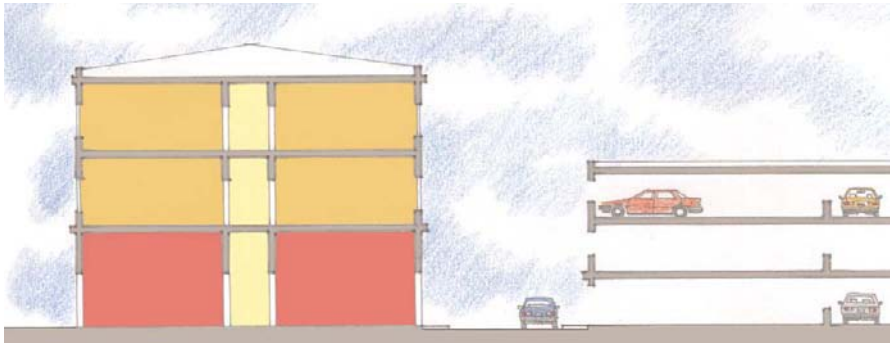
Shared Parking

Shared parking is encouraged. A mix of uses that require parking at different hours of the day, different days of the week, and different weeks of the year is encouraged. For example, office users can share the same parking spaces as evening entertainment or restaurant uses. In general the site's overall parking resource should be carefully managed to maximize its efficiency and the site's land uses.

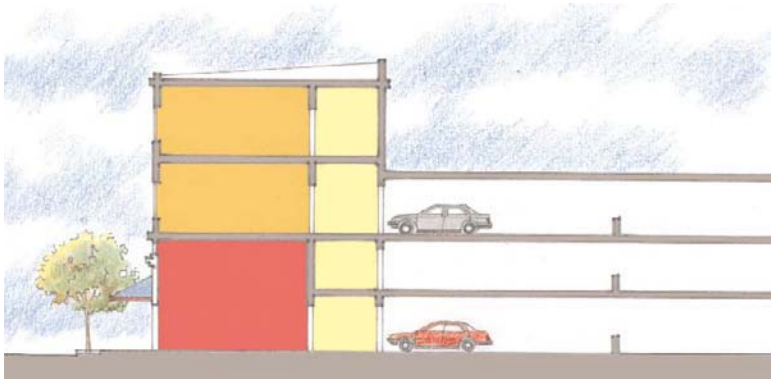
Surface Lots

Permeable paving, shading, and textured surfaces will reduce the heat gain impact of surface parking.

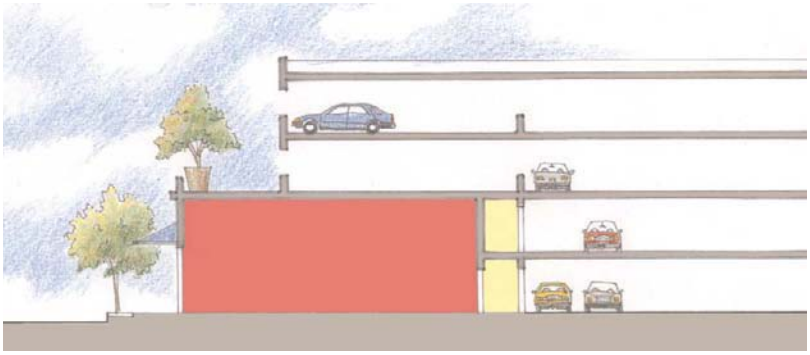
Parking beneath buildings and public spaces, with active uses on the first floor



Parking garages accessed via rear alleys must be screened from residential areas.



Single loaded building with attached parking garages



Parking garage with active use at grade to screen the parking structure

Examples of Parking Garages

If visible from the street, the facade of the parking garages should be architecturally treated to minimize the visual impact.

VII Open Space Guidelines

Create meaningful open space by designing common areas with a park-like quality.

Wise water use and landscape principles encourage landscaping by zones based on water use intensity. For example, oasis areas are appropriate in gathering places where people enjoy the outdoor environment.

Streets are part of the open space network. Street trees that provide shade for pedestrians and parked vehicles should be encouraged.

An interim landscape nursery on the undeveloped future phase development areas of the site is recommended to provide plant materials for the site as it develops.

Water Features

The incorporation of water features designed to use minimal amounts of water for maximum effect is encouraged. Simple dripping or brimming fountains are appropriate for small and larger plaza areas.

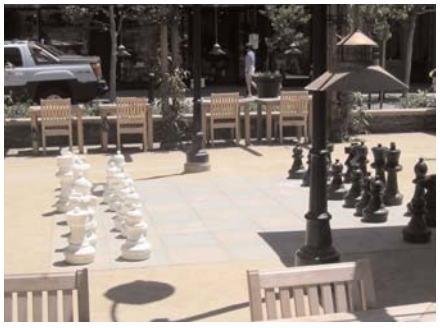
Consider using zero-detail fountains that can be used to wet plaza spaces during active hours and be turned off to conserve water during hours of low pedestrian use of open spaces.

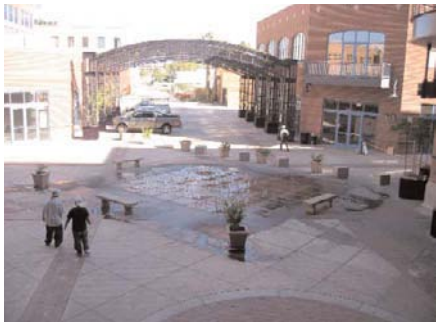
Large flat bodies of water such as ponds are discouraged.

Public Outdoor Gathering Place

A public outdoor gathering place is an important element of the ASU-Scottsdale Center. In particular, the public place must be accessible and welcoming to the residents of the adjacent neighborhoods and be of sufficient size (1.0 to 1.5 acres) and design for outdoor performances and festivities, with public art, benches, trees and shelters for shade, water features, and appropriate lighting.

Water Features





Public Art

The City of Scottsdale has a 1% provision for public art for public capital expenditures, such as parking decks, public buildings, and parks. In addition, Scottsdale has an arts tradition, including working artists, galleries, Thursday Night Art Walks, and many significant public art installations on both public and private property. The ASU-Scottsdale Center will continue that tradition with public art that is integral to the development, regionally contextual, and innovative.

Shade

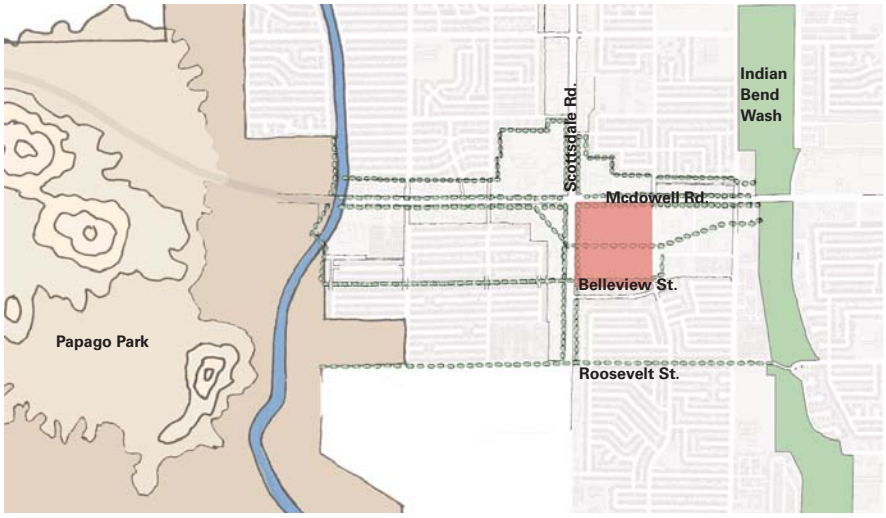
Due to extreme summer heat, shading of pedestrian spaces along with misting systems and other cooling techniques are necessary for user comfort. Plazas, courtyards and sidewalks must contain spaces within them that are shaded in the summer months, but allows for sun penetration in the winter months. Use of canopies, building extensions, overhangs, arcades, and other shading devices are encouraged. Sensitive design assuring accessibility is imperative.

Public Art

Shading Devices

Pedestrian and Bicycle Connections to Adjacent Neighborhoods and Open Space Network

A major effort will be expended to develop positive connections to the Indian Bend Wash to the east and to Papago Park and Crosscut Canal on the west, including enhancements to Roosevelt and Belleview Streets and the addition of bike lanes on McDowell Road. The redevelopment of the Los Arcos Crossing site should seek to open a new path connection to the Indian Bend Wash. Within the ASU-Scottsdale Center the roads, sidewalks, and public plazas will be designed to connect to this expanded network.



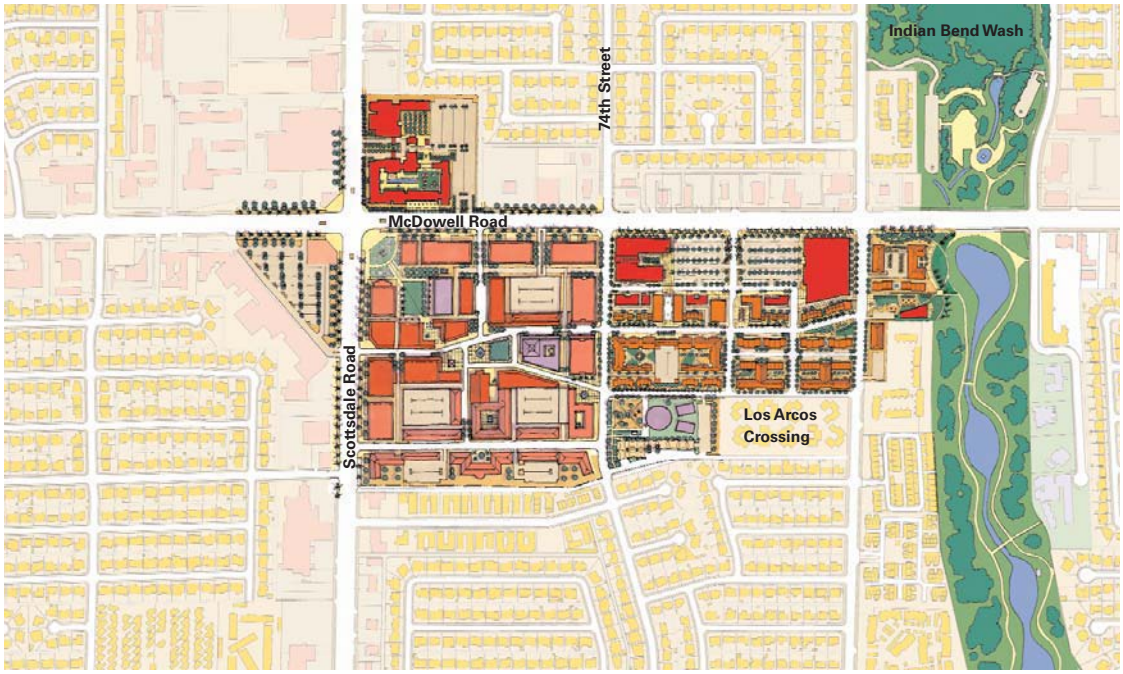
Regional Connections

VIII Phasing

The goal of development phasing of the ASU-Scottsdale Center site is to have an early, significant impact. The first phases of development should contain mixed use buildings, supporting surface parking and a primary open space. Views into the first phase of development should be preserved from the adjacent streets such as Scottsdale Road and McDowell Road. Not less than 51% of Phase One shall be occupied by organizations or businesses whose work or activities involve technology, innovation, or creativity. The perimeter landscaping along Scottsdale and McDowell Roads should be completed in Phase I.

IX Illustrative Master Plan

The design guidelines in this document establish the parts and pieces required to create an exemplary project for Scottsdale and the University. The design team employed the guidelines during the charrette the week of January 10, 2005 to create a *conceptual* plan that is one application of the guidelines for the ASU-Scottsdale Center. The Illustrative Master Plan and perspectives on the following pages document that illustrative plan. Through the development process and application of the Guiding Principles, ASUF will create a site plan for the ASU-Scottsdale Center. The design team selected by ASUF may create a site plan very different than the illustrative example here.



Illustrative Plan

Illustrative Plan for the ASU-Scottsdale Center in the context of the Scottsdale Road and McDowell Road corridors

Illustrative Aerial View

The perspective shows a concept of site development and area planning. The view looking east over the site shows a network of open spaces lined by landscaped streets and passage ways. Buildings are set close to the street to create an urban feel. Parking is hidden within the interior of the blocks. The features shown in this illustration may be incorporated into the plan ultimately approved by City Council.

Appendices

Strength/Weakness/Vision Summary

Strengths

- Central location in the Valley
- Near Sky Harbor Airport, 101/202 freeways, Tempe, ASU, Downtown Scottsdale, Downtown Phoenix
- Great outdoor amenities including Indian Bend Wash, Papago Park, Zoo, Botanical Gardens
- Los Arcos Mall property - large cleared site in a strategic location
- Older historic neighborhoods with affordable housing
- Ethnic and age diversity
- Safe with a low crime rate
- Sense of ownership and community in the neighborhoods
- Sonoran Desert location, vista views to buttes and mountains
- Scottsdale "name" and brand

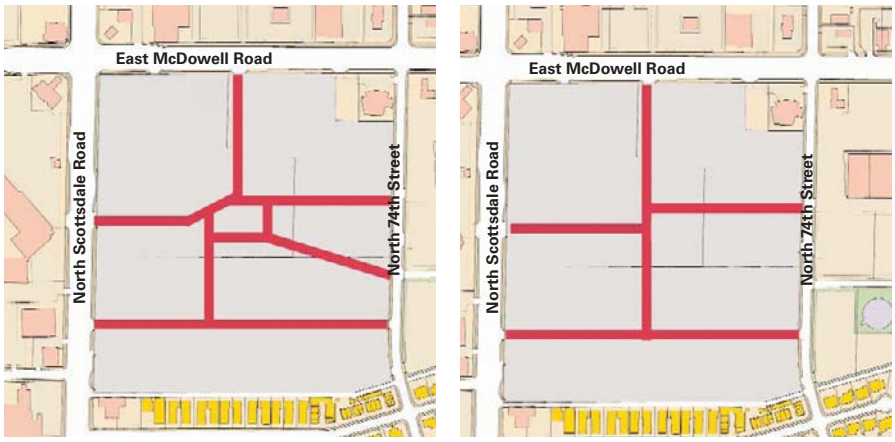
Weaknesses

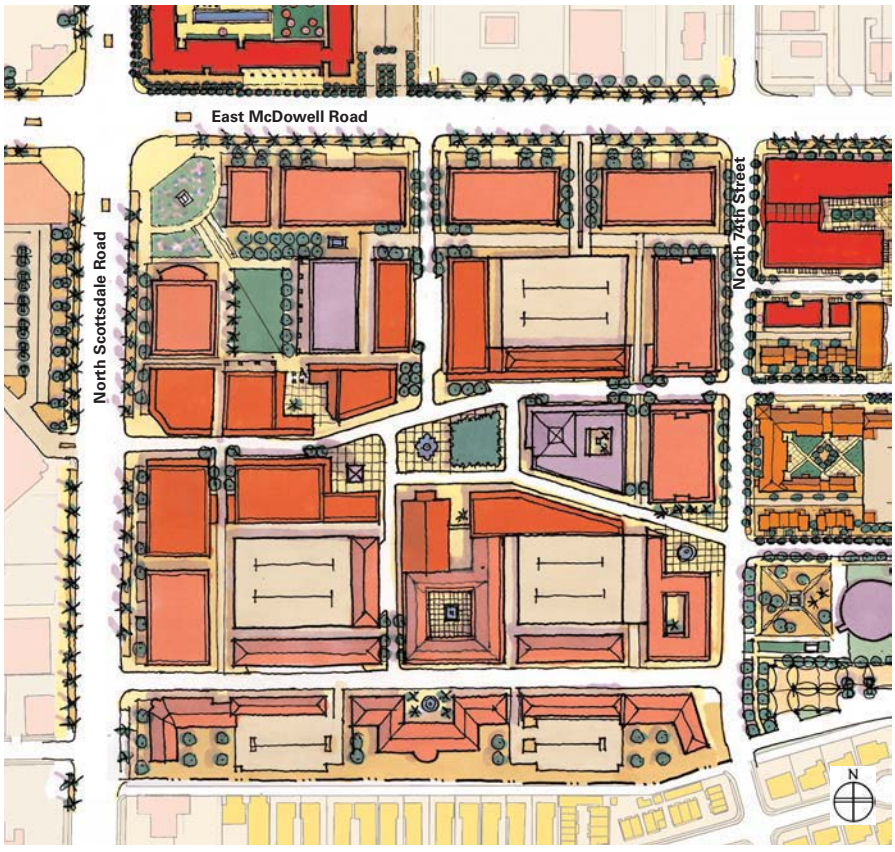
- Negative 13 year history of Los Arcos Mall site as an eyesore and a black cloud
- Loss of neighborhood retail, vacant retail stores, and the growth of unsavory businesses such as topless bars, massage parlors, tattoo parlors, and check cashing outlets
- Parts of neighborhoods with low income renters, absentee landlords, and blighted housing stock
- Not much variety in housing style or size
- Perception that south Scottsdale is declining and has been the neglected step child of the City
- Poor public transportation
- Missing neighborhood amenities such as a quality grocery store, movies, and restaurants
- Not connected to Downtown Scottsdale and ASU
- Feels ragged, characterless, pedestrian unfriendly
- No outdoor gathering place, public square, or shaded seating areas

Vision

- High quality architecture, visually stimulating, but with a unique identity as a Scottsdale place
- Gathering place, village center, town square, pedestrian friendly with public art and recreation
- Vibrant urban place, a destination, with 24/7 vitality to attract the "creative class"
- Mixed use development with technology/research, offices, "Main Street" retail, entertainment, hotel, housing, and public open space
- Climate sensitive landscape design, contextual, native plants, sustainable, shade
- Higher density housing such as condos, lofts, townhouses, and live/work units
- Family friendly place, welcoming to all
- Strengthen existing neighborhoods with rehab housing and historic preservation programs
- Create transit connections to Downtown Scottsdale, ASU, General Dynamics, Scottsdale Health, and the future light rail station in Tempe
- Connect to the regional open space network including Indian Bend Wash, Papago Park, trails, and bikeways

Examples of Possible Applications of the Guidelines





Alternative Frameworks
(top)
The Site can be developed with a variety of different street and block configurations.

Illustrative Plan
(bottom)
The Plan illustrates one way the Development Guidelines may be used to develop a Master Plan.

Illustrative View to the Site

The view into the site shows an internal open space surrounded by technology buildings.

Illustrative Internal Street

Internal streets are lined with on-street parking, attracting visitors and residents.

Illustrative Passages

Intimate self shading spaces can create a fine grained pedestrian network.